



KMOV  
One Memorial Drive  
St. Louis, MO 63102

Media Strategies & Research - VA  
11350 Random Hills Road  
Suite 670  
Fairfax, VA 22030

## Contract # 838526

**Schedule Dates** 10/16/12-10/22/12  
**Advertiser** McCaskill for Senate 2012 (38474)  
**Agency/T-Code** Media Strategies & Research - VA (1523)/1553035  
**Product** Political - US Senate (1176)  
**Brand** Democrat (152221)  
**Salesperson** McNamara, Julie (2389)  
**Sales Office** KMOV-St. Louis  
**Buyer Name** Beale,Rachael  
**Phone/Fax** (573) 651-0964 /  
**CPE** 11280  
**Account Types** Local/Political Candidate - Agency  
**Billing Type** Standard  
**Comments**

**Date Entered** 06/25/12  
**Last Modified** 07/26/12  
**Entered By** Bridget Hurst  
**CO-OP** No  
**Headline #** 10/16-10/22/1  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$11,208.00  
**Net Total** \$63,512.00  
**Sales Tax**

## St. Louis (KMOV) (KMOV)

By Broadcast Month	Spots	Rate
Oct. 2012	89	\$74,720.00
<b>Grand Total:</b>	<b>89</b>	<b>\$74,720.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/16/12-10/19/12	4	:30	48386- News @ 5am			1	1	1	1			4	\$85.00	\$340.00	St. Louis (KMOV) (KMOV)		6/25/12
2.0	Normal Line / SPOT	10/22/12-10/22/12	4	:30	48386- News @ 5am		1							1	\$85.00	\$85.00	St. Louis (KMOV) (KMOV)		6/25/12
3.0	Normal Line / SPOT	10/16/12-10/19/12	2	:30	20015- News @ 6am M-F			1	2	1	2			6	\$270.00	\$1,620.00	St. Louis (KMOV) (KMOV)		6/25/12
4.0	Normal Line / SPOT	10/22/12-10/22/12	2	:30	20015- News @ 6am M-F		1							1	\$270.00	\$270.00	St. Louis (KMOV) (KMOV)		6/25/12
5.0	Normal Line / SPOT	10/16/12-10/19/12	2	:30	131968- CBS This Morning			2	1	2	1			6	\$160.00	\$960.00	St. Louis (KMOV) (KMOV)		6/25/12
6.0	Normal Line / SPOT	10/22/12-10/22/12	2	:30	131968- CBS This Morning		2							2	\$160.00	\$320.00	St. Louis (KMOV) (KMOV)		6/25/12
7.0	Normal Line / SPOT	10/21/12-10/21/12	4	:30	20132- CBS Sunday Morning								1	1	\$200.00	\$200.00	St. Louis (KMOV) (KMOV)		6/25/12
8.0	Normal Line / SPOT	10/18/12-10/18/12	4	:30	137124- Katie					1				1	\$90.00	\$90.00	St. Louis (KMOV) (KMOV)		6/25/12
9.0	Normal Line / SPOT	10/22/12-10/22/12	4	:30	137124- Katie		1							1	\$90.00	\$90.00	St. Louis (KMOV) (KMOV)		6/25/12
10.0	Normal Line / SPOT	10/17/12-10/19/12	4	:30	20022- Price is Right				1		1			2	\$180.00	\$360.00	St. Louis (KMOV) (KMOV)		6/25/12
11.0	Normal Line / SPOT	10/16/12-10/18/12	4	:30	20023- News @ 12noon M-F			1		1				2	\$225.00	\$450.00	St. Louis (KMOV) (KMOV)		6/25/12
12.0	Normal Line / SPOT	10/22/12-10/22/12	4	:30	20023- News @ 12noon M-F		1							1	\$225.00	\$225.00	St. Louis (KMOV) (KMOV)		6/25/12
13.0	Normal Line / SPOT	10/17/12-10/19/12	4	:30	12:27P- 1P (CT)				1		1			2	\$180.00	\$360.00	St. Louis (KMOV) (KMOV)		6/25/12
14.0	Normal Line / SPOT	10/16/12-10/19/12	4	:30	28663- Dr. Phil			1	1	1	1			4	\$270.00	\$1,080.00	St. Louis (KMOV) (KMOV)		6/25/12

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**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$11,208.00  
**Net Total** \$63,512.00  
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Oct. 2012	89	\$74,720.00
<b>Grand Total:</b>	<b>89</b>	<b>\$74,720.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / SPOT	10/22/12-10/22/12	4	:30	28663- Dr. Phil		1							1	\$270.00	\$270.00	St. Louis (KMOV) (KMOV)		6/25/12
16.0	Normal Line / SPOT	10/16/12-10/19/12	4	:30	20029- Young and the Restless			1	1	1	1			4	\$720.00	\$2,880.00	St. Louis (KMOV) (KMOV)		6/25/12
17.0	Normal Line / SPOT	10/22/12-10/22/12	4	:30	20029- Young and the Restless		1							1	\$720.00	\$720.00	St. Louis (KMOV) (KMOV)		6/25/12
18.0	Normal Line / SPOT	10/16/12-10/19/12	2	:30	20054- News @ 5pm M-F			1	1	1	1			4	\$750.00	\$3,000.00	St. Louis (KMOV) (KMOV)		6/25/12
19.0	Normal Line / SPOT	10/22/12-10/22/12	2	:30	20054- News @ 5pm M-F		1							1	\$750.00	\$750.00	St. Louis (KMOV) (KMOV)		6/25/12
20.0	Normal Line / SPOT	10/16/12-10/19/12	2	:30	20055- News @ 6pm M-F			1	1	1	1			4	\$750.00	\$3,000.00	St. Louis (KMOV) (KMOV)		6/25/12
21.0	Normal Line / SPOT	10/22/12-10/22/12	2	:30	20055- News @ 6pm M-F		1							1	\$750.00	\$750.00	St. Louis (KMOV) (KMOV)		6/25/12
22.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	20103- News @ 6pm Sa							1		1	\$180.00	\$180.00	St. Louis (KMOV) (KMOV)		6/25/12
23.0	Normal Line / SPOT	10/16/12-10/19/12	2	:30	20053- Entertainment Tonight			1	1	1	1			4	\$850.00	\$3,400.00	St. Louis (KMOV) (KMOV)		6/25/12
24.0	Normal Line / SPOT	10/22/12-10/22/12	2	:30	20053- Entertainment Tonight		1							1	\$850.00	\$850.00	St. Louis (KMOV) (KMOV)		6/25/12
25.0	Normal Line / SPOT	10/22/12-10/22/12	2	:30	7:58P- 9P (CT)		1							1	\$4,500.00	\$4,500.00	St. Louis (KMOV) (KMOV)		6/25/12
26.0	Normal Line / SPOT	10/22/12-10/22/12	4	:30	115379- Hawaii Five O		1								\$1,800.00		St. Louis (KMOV) (KMOV)		6/25/12

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<b>Grand Total:</b>	<b>89</b>	<b>\$74,720.00</b>

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27.0	Normal Line / SPOT	10/16/12-10/16/12	4	:30	42783- NCIS			1						1	\$3,750.00	\$3,750.00	St. Louis (KMOV) (KMOV)		6/25/12
28.0	Normal Line / SPOT	10/16/12-10/16/12	4	:30	107454- NCIS : Los Angeles			1						1	\$1,800.00	\$1,800.00	St. Louis (KMOV) (KMOV)		6/25/12
29.0	Normal Line / SPOT	10/16/12-10/16/12	2	:30	135431- Vegas			1						1	\$2,250.00	\$2,250.00	St. Louis (KMOV) (KMOV)		6/25/12
30.0	Normal Line / SPOT	10/17/12-10/17/12	4	:30	85956- Survivor				1					1	\$1,980.00	\$1,980.00	St. Louis (KMOV) (KMOV)		6/25/12
31.0	Normal Line / SPOT	10/17/12-10/17/12	4	:30	66133- Criminal Minds				1					1	\$1,980.00	\$1,980.00	St. Louis (KMOV) (KMOV)		6/25/12
32.0	Normal Line / SPOT	10/17/12-10/17/12	4	:30	20076- CSI Crime Scene Investigation				1					1	\$1,800.00	\$1,800.00	St. Louis (KMOV) (KMOV)		6/25/12
33.0	Normal Line / SPOT	10/18/12-10/18/12	4	:30	6:57:25P- 8P (CT)					1				1	\$2,250.00	\$2,250.00	St. Louis (KMOV) (KMOV)		6/25/12
34.0	Normal Line / SPOT	10/18/12-10/18/12	4	:30	124918- Person of Interest					1				1	\$1,800.00	\$1,800.00	St. Louis (KMOV) (KMOV)		6/25/12
35.0	Normal Line / SPOT	10/18/12-10/18/12	4	:30	135458- Elementary					1				1	\$1,800.00	\$1,800.00	St. Louis (KMOV) (KMOV)		6/25/12
36.0	Normal Line / SPOT	10/19/12-10/19/12	4	:30	54263- CSI: NY						1			1	\$1,350.00	\$1,350.00	St. Louis (KMOV) (KMOV)		6/25/12
37.0	Normal Line / SPOT	10/19/12-10/19/12	4	:30	135459- Made in Jersey						1			1	\$1,080.00	\$1,080.00	St. Louis (KMOV) (KMOV)		6/25/12
38.0	Normal Line / SPOT	10/19/12-10/19/12	1	:30	115389- Blue Bloods						1			1	\$4,500.00	\$4,500.00	St. Louis (KMOV) (KMOV)		6/25/12
39.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	135472- Crimetime Saturday							1		1	\$495.00	\$495.00	St. Louis (KMOV) (KMOV)		6/25/12

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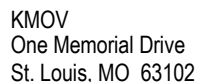
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By Broadcast Month	Spots	Rate
Oct. 2012	89	\$74,720.00
<b>Grand Total:</b>	<b>89</b>	<b>\$74,720.00</b>

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40.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	43181- 48 Hours Mystery							1		1	\$720.00	\$720.00	St. Louis (KMOV) (KMOV)		6/25/12
41.0	Normal Line / SPOT	10/21/12-10/21/12	1	:30	20141- 60 Minutes								1	1	\$5,000.00	\$5,000.00	St. Louis (KMOV) (KMOV)		6/25/12
42.0	Normal Line / SPOT	10/21/12-10/21/12	4	:30	57951- Amazing Race								1	1	\$1,800.00	\$1,800.00	St. Louis (KMOV) (KMOV)		6/25/12
43.0	Normal Line / SPOT	10/21/12-10/21/12	4	:30	107455- Good Wife								1	1	\$1,620.00	\$1,620.00	St. Louis (KMOV) (KMOV)		6/25/12
44.0	Normal Line / SPOT	10/21/12-10/21/12	4	:30	99583- Mentalist								1	1	\$1,800.00	\$1,800.00	St. Louis (KMOV) (KMOV)		6/25/12
45.0	Normal Line / SPOT	10/16/12-10/19/12	2	:30	20062- News @ 10pm M-F			1	1	1	1			4	\$1,500.00	\$6,000.00	St. Louis (KMOV) (KMOV)		6/25/12
46.0	Normal Line / SPOT	10/22/12-10/22/12	2	:30	20062- News @ 10pm M-F		1							1	\$1,500.00	\$1,500.00	St. Louis (KMOV) (KMOV)		6/25/12
47.0	Normal Line / SPOT	10/20/12-10/20/12	2	:30	20108- News @ 10pm Sat							1			\$400.00		St. Louis (KMOV) (KMOV)		6/25/12
48.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	119145- News @ 10:30pm							1		1	\$270.00	\$270.00	St. Louis (KMOV) (KMOV)		6/25/12
49.0	Normal Line / SPOT	10/21/12-10/21/12	4	:30	20789- News @ 10pm Sun								1	1	\$810.00	\$810.00	St. Louis (KMOV) (KMOV)		6/25/12
50.0	Normal Line / SPOT	10/21/12-10/21/12	4	:30	119144- News @ 10:30pm Sun								1	1	\$585.00	\$585.00	St. Louis (KMOV) (KMOV)		6/25/12
51.0	Normal Line / SPOT	10/16/12-10/18/12	4	:30	20063- Late Show with David Letterman			1	1	1				3	\$200.00	\$600.00	St. Louis (KMOV) (KMOV)		6/25/12

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<b>Billing Type</b>	Standard
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<b>CO-OP</b>	No
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Grand Total:	89	\$74,720.00

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